



Foothill Transit

Governing Board Meeting AGENDA

SPECIAL GOVERNING BOARD MEETING

7:45 AM, December 18, 2013

Foothill Transit Administrative Office

2nd Floor Board Room

100 South Vincent Avenue

West Covina, CA 91790

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF MINUTES FOR THE SPECIAL GOVERNING BOARD MEETING OF [OCTOBER 30, 2013](#)
5. PUBLIC COMMENT
6. PRESENTATIONS:
 - 6.1. 25th Anniversary Historical Reflections by Bill Forsythe
7. [SILVER2SILVER PROGRAM CONTINUATION](#)

Recommended Action: 1. Receive an oral report on customer feedback related to the proposed continuation of Foothill Transit's Silver2Silver Program with L.A. Metro; and 2. Based on the customer feedback received, authorize the Executive Director to continue Foothill Transit's Silver2Silver Program with L.A. Metro.

Public Comment: Members of the public shall have the right to address the Board on any item of interest which is within the jurisdiction of the Board before or during the Board's consideration of the item. Presentation shall not exceed three minutes in length. Action may be taken on any item identified on the agenda. Persons wishing to comment should submit a "Request to Speak" form to the Secretary. Note: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA.

In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please contact the Executive Director's office at (626) 967-3147 extension 7204, at least 48 hours prior to the meeting.

Limited English Proficiency (LEP) persons, if you require translation services, please contact the Executive Director's office at (626) 967-3147 extension 7204, at least 48 hours prior to the meeting.

The public may view and obtain all written information supporting this agenda provided to the board both initially and supplementary prior to the meeting by calling (626) 967-3147 extension 7204 or at the agency's offices located at 100 S. Vincent Ave., Suite 200, West Covina, CA 91790. Documents, including PowerPoint handouts, distributed to Board Members by staff or Board Members at the meeting will simultaneously be made available to the public upon request.



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8. [ROUTE 495 PILOT PROJECT](#)

Recommended Action: Recommended Action: Authorize the Executive Director to implement a Route 495 Pilot project serving the new Industry Park & Ride.

9. [CLASS PASS AND STUDENT RIDER PROGRAM OVERVIEW](#)

Recommended Action: Recommended Action: Receive and file an update on Foothill Transit's Class Pass Program.

10. EXECUTIVE DIRECTOR COMMENT

11. GOVERNING BOARD MEMBER COMMENT

12. ADJOURNMENT



**STATEMENT OF PROCEEDINGS FOR THE
SPECIAL MEETING OF THE
FOOTHILL TRANSIT GOVERNING BOARD
FOOTHILL TRANSIT ADMINISTRATIVE OFFICE
2ND FLOOR BOARD ROOM
100 SOUTH VINCENT AVENUE
WEST COVINA, CALIFORNIA 91790**

Wednesday, October 30, 2013

7:45 AM

CALL TO ORDER

1. Call to order. (13-5002)

The meeting was called to order by Vice Chair Paula Lantz at 7:58 a.m.

PLEDGE

2. Pledge of Allegiance. (13-5003)

Pledge of Allegiance was led by Vice Chair Paula Lantz.

ROLL CALL

3. Roll call. (13-5004)

Roll call for Foothill Transit Governing Board meeting was taken by Mr. Garen Khachian, Staff, Board of Supervisors Executive Office, Commission Services Division.

DRAFT

Present: 16 - Member Corey Calaycay, Member Charles S. Rosales, Member Paula Lantz, Member Emmett Badar, Member Antonio Cartagena, Member Marlen Garcia, Member Peggy A. Delach, Member Richard G. Barakat, Member Robert Harbicht, Member Becky A. Shevlin, Member Margaret McAustin, Member Cynthia Sternquist, Member Jeff Parriott, Member Hector Delgado, Member Jack Tanaka and Member Pat Wallach

Excused: 9 - Member Uriel Macias, Member Doug Tessitor, Member Tzeitel Paras-Caracci, Member Andrew McIntyre, Member Violeta Lewis, Member Michael De La Torre, Member David C. Rodriguez, Member Manuel Garcia and Member Juventino "J" Gomez

I. ADMINISTRATIVE MATTERS

4. Approval of the minutes for the Joint Meeting of the Foothill Transit Governing Board and Special Executive Board Meeting of May 15, 2013. (13-5005)

On motion of Member Corey Calaycay, seconded by Member Becky A. Shevlin, unanimously carried, this item was approved.

Attachments: [SUPPORTING DOCUMENT](#)

II. PUBLIC COMMENT

5. Public Comment. (13-5006)

Mr. Nick Promponas, First Transit Senior Vice President, addressed the Foothill Transit Governing Board.

III. PRESENTATIONS

6. PROPOSED SILVER STREAK PERMANENT FARE REDUCTION

Recommendation: Authorize the Executive Director to conduct public hearings regarding the Proposed Silver Streak Permanent Fare Reduction. (13-5007)

Felicia Friesema, Director of Marketing and Communications, Foothill Transit, presented this item and reported the following:

- **The Silver 2 Silver Program (Program) servicing the area between El Monte Station and Downtown (Silver Corridor) is a cooperative Program between Los Angeles Metro Silver Line and Foothill Transit Silver Streak. The Program is a one-year Program allowing Foothill Transit**

Passholders to board the Metro Silver Line and Metro Passholders to board the Foothill Transit Silver Streak. The Program was launched on October 14, 2012, which coincided with the opening of El Monte Metro Station.

- A drop in ridership is generally experienced during the period of October through December in comparison to the period of January through September, due to the holiday season and shorter work week period. The Silver Streak ridership numbers, since the implementation of the Silver 2 Silver Program, increased by 16% or 175,944 customers during the months of October 2012 through July 2013.
- Currently Metro Pass ridership accounts for approximately 10% of the total ridership for the Foothill Transit Silver Streak. Metro is reporting a low but steady crossover of Foothill Transit Pass holders to their Silver Line. For every one Foothill Transit passenger Metro carries, Foothill Transit carries 12 Metro riders. While ridership has increased on Foothill Transit's Silver Streak, revenue losses have been incurred both due the fare reduction and to Foothill Transit accepting Metro passes for boarding.

In response to questions posed by the Governing Board, Ms. Friesema responded with following:

- Metro is in favor of continuing the Program since Metro Silver Line is over ridership capacity. Metro is on board to cover Foothill Transit revenue losses beyond the initial one- year promotional period with the funding through the ExpressLanes Project as a source of funds for the Silver 2 Silver Program. Negotiation is ongoing with Metro and it is a possibility that future reimbursement could be based on actual ridership numbers.

Member Cartagena suggested changing the language from "Permanent Fare Reduction" to "Continuing Fare Reduction".

On motion of Member Antonio Cartagena, seconded by Member Cynthia Sternquist, unanimously carried this item was approved. Additionally, per the Governing Board's request the following documents will be provided at the next Governing Board meeting scheduled for December 18, 2013.

- 1) Contract agreement between Metro and Foothill Transit.

2) Explanation of the funding mechanism in place to reimburse Foothill Transit for its revenue losses.

Attachments: [SUPPORTING DOCUMENT](#)

7. FOOTHILL TRANSIT MAJOR SERVICE CHANGE, FARE CHANGE, DISPROPORTIONATE BURDEN AND DISPARATE IMPACT POLICIES

Recommendation: Adopt the recommended Major Service Change, Fare Change, Disproportionate Burden and Disparate Impact Policies. (13-5008)

Britt Card, Transit Planner, presented this item.

In response to question posed by Member Harbicht, Ms. Card reported the analysis of policies is conducted by the organization's Planning Department.

After discussion on motion of Member Robert Harbicht, seconded by Member Corey Calaycay, unanimously carried this item was adopted.

Attachments: [SUPPORTING DOCUMENT](#)

8. FOOTHILL TRANSIT PROGRAM UPDATES

8.1 CLASS PASS PROGRAM UPDATE (13-5009)

Katie Gagnon, Special Projects Manager, presented this item and reported the following:

- **Funding for the Class Pass Program (Program) is through Measure R, which provides additional funds to be utilized for service enhancements and fare reductions.**
- **Each school will adopt the Program individually and reimburse Foothill Transit based on ridership numbers.**
- **A system in place links student Identification number and TAP card number reducing fraud. This system also allows one card per person and removes fare if the student withdraws from all classes. 180,000 boardings have been attributed to TAP holders during the first nine weeks of classes.**
- **The Mt. San Antonio College (Mt. SAC) Program has been successful. A total of 5,435 TAP cards were distributed to Mt. SAC students. 18 % of the students in Mt. SAC are registered TAP card holders.**

- The University of La Verne Program has been successful. A total of 465 TAP cards were distributed and 9% of the students and faculty in Laverne are registered TAP card holders.
- Lines 289 and 486 are being utilized by Mt. SAC riders. Line 486 is being utilized by 45% of TAP card holders. The success of the Program filled Line 486 buses to the point where students were initially being left at the stop because buses were full to capacity as they approached the stop. To solve the issue of overcrowding on Line 486, the number of buses on the line was immediately increased. Boardings on Line 486 in September reached 130,918, an increase in boardings of 15,102 or 13% compared to September 2012.

In response to questions posed by the Governing Board Ms. Friesema and Ms. Gagnon responded with following:

- The majority of the marketing is focused on the students in both campuses since the project is a pilot program. The student Pass Program is a pass for 31 days for full-time students only and costs \$78.00 per month. The current pilot program is free for the participants of the program.

In response to question posed by Member Wallach, Mr. Barnes and Ms. Gagnon responded the following:

- When a bus is in full capacity, the operator of the bus will contact dispatch. Dispatch then contacts the stand by bus. The information that a second bus is on its way is relayed to the customers.
- On line 486 the Mt. SAC stop is before Cal Poly. Information is disseminated on the bus that Mt. SAC students are riding the bus for free.
- Member Mc Austin proposed that background information on the program be provided to the Governing Board Members.

After discussion, by common consent and there being no objection, this item was received and filed.

8.2 PARK & RIDES UPDATE (13-5010)

Sharlane Bailey, Director of Facilities, presented this item and reported the following:

Azusa Intermodal Transit Facility

- **On July 15, 2013, the Azusa City Council certified the Environmental Impact Report (EIR)/ Environmental Assessment (EA) and approved the Conditional Use Permit Application and Design Review for the proposed facility.**
- **It is anticipated that the Federal Transit Administration (FTA) will approve the EA by November 2013. Upon receiving the approval from the FTA, the project will move forward with Phase II architectural and engineering design services with Choate Parking Consultants. Construction is anticipated to commence on November 2014 with estimated completion in November 2015.**
- **The three level parking structure is proposed to have 550 parking spaces. The parking structure will provide parking spaces for Foothill Transit, Metro Gold Line and the City of Azusa.**

West Covina Transit Center and Park and Ride Facility

- **The proposed three level, 500 space parking structure and Transit Center at the Westfield Mall is on hold. The location of the new proposed parking structure was owned by the city of West Covina's Redevelopment Agency. With the abolishment of redevelopment agencies, the City of West Covina requested the State Department of Finance transfer ownership of the property to the Parking Authority. The Department of Finance rejected the transfer and the city of West Covina put the project on hold.**
- **Westfield is in the process of selling the mall in West Covina to Starwood Capital Group. Any discussions of a Park and Ride facility at the mall are on hold.**

Industry Park and Ride Facility

- **Foothill Transit's first owned Park and Ride facility opened to its customers on October 7, 2013. The parking structure has 622 spaces of which 200 spaces are allocated for the Metro link riders and the remaining 422 spaces are for Foothill Transit customers.**

- This Project was completed on time and under budget. The engineers estimate cost is \$12,075,102. The construction contract was awarded to Klorman Construction in the amount of \$9,530,932.

After discussion, by common consent and there being no objection, this item was received and filed.

IV. EXECUTIVE DIRECTOR COMMENT

9. Comments by Mr. Doran Barnes, Executive Director, Foothill Transit Executive Board. (13-5011)

Mr. Barnes reported the following:

- Today following this Governing Board meeting, the new bus livery will be introduced to the Governing Board members and the public.
- A Special Governing Board meeting is scheduled for December 18, 2013.

After discussion, by common consent and there being no objection, this item was received and filed.

V. GOVERNING BOARD MEMBER COMMENT

10. Comments by Members of the Foothill Transit Governing Board. (13-5012)

There were none.

VI. ADJOURNMENT

11. Adjournment for the October 30, 2013, Foothill Transit Governing Board Meeting. (13-5013)

There being no further business, the Foothill Transit Governing Board meeting adjourned at 9:00 a.m.



December 18, 2013

To: Governing Board

Subject: **Silver2Silver Program Continuation**

Recommendations

1. Receive an oral report on the customer feedback related to the proposed continuation of Foothill Transit's Silver2Silver Program with L.A. Metro; and
2. Based on the customer feedback received, authorize the Executive Director to continue Foothill Transit's Silver2Silver Program with L.A. Metro.

Analysis

Improving regional mobility has always been a primary goal of transit for the Los Angeles basin as well as the eastern San Gabriel and Pomona Valleys. The opening of the new El Monte Bus Station in 2012 provided an opportunity for Foothill Transit and Los Angeles Metro to coordinate on the provision of seamless and truly regional service between El Monte Station and Downtown Los Angeles. This project was named Silver2Silver after Metro's Silver Line and Foothill Transit's Silver Streak service. These lines provide similar service between El Monte Station and Downtown Los Angeles utilizing the El Monte Busway. The coordination of service between the two agencies provided more transit options and a more simplified fare structure during the promotional period.

Foothill Transit's Governing Board, at their meeting on October 30, 2013 authorized the Executive Director to conduct public hearings regarding the continuations of the Silver2Silver program beyond the initial promotional period. The continued fare reduction would be in concert with an agreement with Los Angeles Metro to honor Foothill Transit 31-day passes on their Silver Line Service as well as allow customers who have Los Angeles Metro passes to utilize Foothill Transit's Silver Streak Service for travel between El Monte Station and Downtown Los Angeles.

Ridership on the Silver Streak has increased exponentially since the start of the Silver2Silver program and has exceeded expectations. Through December 2013, the fare revenue impact is projected at \$679,420. Of this amount, \$207,303 is estimated to result from the fare reduction while \$468,706 is a result of Foothill Transit's acceptance of Metro passes on Silver Streak. The revenue impact as a result of accepting Metro passes and the reduced fare collected per customer will be mitigated through a fare reimbursement agreement with Metro. The Silver2Silver program has achieved all the goals of both agencies and Metro has a vested interest in its continuation. Immediately following the October meeting, an outreach campaign was launched to gather public comments regarding the fare reduction. All comments received were



through email. Responses were also sought and encouraged through the Foothill Transit Customer Comment Line, via Fax, via postal mail and in person at the Transit Stores. In addition, three public meetings were conducted on November 18th, 19th, and 20th. The breakdown of comments received is as follows:

- Of the 19 comments received, 18 were in support of the proposal
- One comment did not support the proposal and suggested instead lowering fares on another line

Based on Foothill Transit's overall financial position; ridership trends on the Silver Streak since the program began; the comments received; and the agreement between Metro and Foothill Transit to allocate funding to Foothill Transit to cover the fare reduction and pass sharing program, the following continued fare reduction on the Silver Streak is recommended:

Fare Type	Previous	Current and Proposed
Cash	\$2.75	\$2.45
Foothill Transit Passes	Honored only on Foothill Transit buses	Honored on Foothill Transit buses and Metro Silver Line buses
Metro Day Passes and Multi-day Transit Passes	Honored only on Metro buses	Honored on Metro buses and Foothill Transit Silver Streak buses
31-Day Foothill Transit Passes	\$22.00 – \$170.00	Maintain pass prices Reduce upcharge costs
EZ transit pass	\$35.00 - \$194.00	Accept Zone 2 EZ transit Pass at El Monte Station Westbound Accept Zone 2 or 3 EZ transit Pass from Downtown Los Angeles Eastbound
EZ transit Pass Upcharge	\$1.50	Match Metro upcharges depending on passes used
Student/Senior/Disabled/Medicare	\$2.75 during peak periods; \$1.35 during off-peak periods	\$1.15 all day



Title VI Analysis

As required of transit agencies receiving federal funding, a Title VI fare equity analysis was conducted to assess the effects of the proposed fare changes on minority and/or low-income populations. This analysis included reviewing the demographic make-up of Silver Streak riders and modes of payment or payment media to determine if the fare reduction would have a disproportionately high or adverse effect on minority and/or low-income riders. The analysis concluded that the proposed fare change is a fare reduction that is anticipated to have minimal, if any negative impacts on low-income and minority populations, especially considering that Silver Streak cash fares have been included in the decrease.

The launch of this fare reduction recaptured Foothill Transit Silver Streak ridership and increased overall Silver Streak ridership by approximately 18 percent. Without the increased ridership, an evaluation of the demand for the level of service would have been undertaken and could have resulted in decreased frequencies or public transit service that is competing to capture riders based on price. Additionally, Los Angeles Metro's service along the El Monte busway was operating above capacity prior to the Silver2Silver program launch. Ridership loads between the two services have equalized and currently provide more transit options through this heavily traveled corridor.

Fiscal Impact

Foothill Transit's fare revenue impact is estimated at \$679,420 during the promotional period from October 2012 through December 2013. A similar impact annualized at \$580,000 is projected should the program be continued. The revenue impact as a result of accepting Metro passes and the reduced fare collected per customer will be mitigated through a fare reimbursement agreement with Metro (**Attachment A**). It should be noted that Foothill Transit receives Measure R funding for the purpose of expanding services and/or reducing fares. These funds will be used to offset the reduction in fare revenue associated with the continuation of this program.

Sincerely,

A blue ink signature of Felicia Friesema, consisting of a stylized 'F' followed by a long horizontal line.

Felicia Friesema
Director of Marketing and Communications

A blue ink signature of Doran J. Barnes, featuring a stylized 'D' and 'B'.

Doran J. Barnes
Executive Director

Attachment

AGREEMENT NO. _____

AGREEMENT REGARDING LACMTA ACCEPTANCE OF FOOTHILL TRANSIT PREPAID FARE MEDIA ON SILVER LINE AND FOOTHILL TRANSIT ACCEPTANCE OF LACMTA PREPAID FARE MEDIA ON SILVER STREAK BETWEEN EL MONTE STATION AND DOWNTOWN LA

This **AGREEMENT REGARDING LACMTA ACCEPTANCE OF FOOTHILL TRANSIT PREPAID FARE MEDIA ON SILVER LINE AND FOOTHILL TRANSIT ACCEPTANCE OF LACMTA PREPAID FARE MEDIA ON SILVER STREAK BETWEEN EL MONTE STATION AND DOWNTOWN LA** ("Agreement") is made and entered into _____, 2014, by and between the Los Angeles County Metropolitan Transportation Authority ("MTA"), a public agency, corporate and politic, and Foothill Transit ("FT"), a joint powers agency, collectively referred to herein as the "Parties".

RECITALS

This Agreement is made and entered into with respect to the following facts:

WHEREAS, MTA operates the Silver Line between El Monte Station and Harbor/Gateway Transit Center via downtown LA;

WHEREAS, FT operates the Silver Streak between Montclair Transit Center and downtown LA;

WHEREAS, The Silver Line and Silver Streak both operate along the El Monte Busway between El Monte Station and downtown LA;

WHEREAS, at the April 26, 2012 meeting of the MTA Board of Directors, the MTA authorized the MTA Chief Executive Officer to enter into Agreement with FT;

WHEREAS, FT has adjusted fares on the Silver Streak to be similar to the Silver Line fare structure;

WHEREAS, MTA and FT recognize TAP as the regional fare collection system;

WHEREAS, MTA and FT agree each agency will accept each other's prepaid fare media listed in Exhibit A on the Silver Line and Silver Streak as full fare;

WHEREAS, The ExpressLanes program provides funding for transit service enhancements along the Harbor Transitway (I-110) and El Monte Busway (I-10);

NOW, THEREFORE, THE PARTIES AGREE to the terms and conditions set forth as follows:

- I. MTA agrees to accept FT prepaid fare media as listed below as full fare payment on MTA Silver Line between El Monte Station and downtown LA:
 - Local Passes
 - Silver Streak Passes
 - Commuter Express Passes

- II. FT agrees to accept MTA prepaid fare media as listed below as full fare payment on FT Silver Streak between El Monte Station and downtown LA:
- Annual Passes – ATAP or BTAP
 - 30 Day Passes
 - Day Passes
 - ITAP – UCLA, USC
 - 7 Day Passes
 - 2-, 3-, 5-Day Promotional Passes
- III. No MTA or FT employee passes, current or retired will be included under this agreement.
- IV. TAP data will be reviewed on a quarterly basis to determine the total number of MTA passengers carried by FT; the total number of FT passengers carried by MTA; and the net passenger and revenue gains and losses by both agencies based on passengers carried and the average pass fare for each service.
- $$\begin{aligned} & (\text{Number of Metro Passengers on FT Silver Streak} \times \text{FT Average Pass Fare}) - \\ & (\text{Number of FT Passengers on Metro Silver Line} \times \text{Metro Average Pass Fare}) \\ & = \text{Revenue Loss/Gain} \end{aligned}$$
- V. MTA and FT will assume a loss in fare revenue of up to \$250,000 during any one fiscal year before seeking reimbursements through the ExpressLanes program.
- VI. MTA and FT agree to jointly market this program.
- VII. MTA and FT will annually evaluate the program based on ridership and revenue impacts.
- VIII. This Agreement will be in effect beginning _____. Each party has the right to terminate this Agreement with written notification received by the other party at least 60 days prior to the intended termination date.



December 18, 2013

To: Governing Board

Subject: **Route 495 Pilot Project**

Recommendation

Authorize the Executive Director to implement a Route 495 Pilot project serving the new Industry Park & Ride.

Analysis

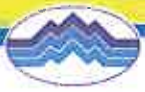
Foothill Transit opened the Industry Park & Ride on October 7, 2013. Route 493, which begins at Diamond Bar Park & Ride and services stops along Golden Springs Blvd and Colima Rd to Puente Hills Mall and eventually into Downtown Los Angeles, immediately began serving the Park & Ride. Ridership on Line 493 originating at the Park & Ride has thus far been growing slowly. With the introduction of new buses into the Foothill Transit fleet, more rapid ridership growth could be achieved with direct service between the Industry Park & Ride and downtown Los Angeles, as this would remove nearly 30 minutes of travel time compared to the existing Line 493 service for customers traveling between the new Park & Ride and downtown Los Angeles.

In an effort to enhance ridership from the new Park & Ride, and to increase customer convenience, staff proposes the introduction of a pilot - Route 495 - which would begin at the Industry Park & Ride and travel directly into downtown Los Angeles. Trip times would be coordinated with existing Metrolink trips to give riders additional transit options.

The year-long pilot project could begin operating in early 2014 and run through December 2014. The pilot project will be continuously evaluated, with progress reported each month to the Board. During the pilot phase, a Title VI Equity Analysis will be completed to ensure the project does not negatively impact minority or low-income riders.

Marketing Plan

Promotion of this pilot route would be targeted to potential customers along the SR 60 corridor and to existing Foothill Transit customers who have requested a direct route into downtown Los Angeles. Marketing will be a multi-faceted approach including outreach to Employee Transportation Coordinators in downtown Los Angeles. Foothill Transit staff will also get the word out about the new service at local community meetings and events. Direct mailings advertising the new Park & Ride and service will be sent to homes in the region surrounding the Park & Ride to attract new riders.



Budget Impact

The proposed pilot program would introduce 16 total trips; eight westbound trips during the morning peak hours from Industry Park & Ride and eight eastbound trips during the afternoon peak hours starting in downtown Los Angeles. The number of Line 495 trips needed to satisfy customer demand may need to be increased as existing customers for whom this service would be more convenient make the adjustment to the new Industry Park & Ride. Correspondingly, the number of Line 493 trips may need to be decreased. The projected cost to operate the pilot service at the levels indicated above is \$71,000 per month. Foothill Transit's allocation of Measure R funds is available to fund this pilot program.

Sincerely,

A blue ink signature of Joseph Raquel, consisting of a stylized, flowing script.

Joseph Raquel
Director of Planning

A blue ink signature of Doran J. Barnes, featuring a large, circular loop and a trailing flourish.

Doran J. Barnes
Executive Director



December 18, 2013

To: Governing Board

Subject: **Class Pass and Student Rider Program Overview**

Recommendation

Receive and file an update on Foothill Transit's Class Pass Program.

Analysis

Foothill Transit currently has student ridership programs at Rio Hondo College (GoRIO) and Pasadena City College (I-Pass), both subsidized by the colleges, and an additional two pilot Class Pass programs at Mt SAC and the University of La Verne. Student ridership programs across the country account for 11 percent of public transportation users, helping local colleges reduce campus congestion and university parking costs while improving regional safety and air quality around commuter campuses. Reaching out to students increases the probability of their ridership as they enter the workforce, generating transit-positive commuters of the future. These programs are used as marketing and ridership growth efforts that allow transit agencies the opportunity to collect valuable information on systemwide ridership.

Foothill Transit's participation in GoRio and IPASS is part of a regional program where multiple transit agencies participate. For these programs, Metro provides the administrative support for the program including marketing and program materials.

Foothill Transit began the Class Pass pilot this year at Mt. San Antonio College (Mt. SAC) and the University of La Verne. Foothill Transit is the lead agency in the Class Pass and provides marketing and program support to each campus.

History – The GoRIO pilot began in the Fall Semester of 2006 and was the first program of its kind for Foothill Transit. The Memorandum of Understanding (MOU) for the pilot program was for a two semester pilot program where Foothill Transit would accept \$4,779 per semester from Rio Hondo to cover the estimated revenue derived from passes that were sold to full-time students. The funding for the pilot came from Measure A bond funds that were dedicated to reduce demand for parking and ease traffic from construction.

After the pilot program, Rio Hondo students voted on a transportation fee that each student pays - currently \$7. The current GoRIO MOU stipulates that the college subsidize student ridership on Foothill Transit's service at the rate of \$17,500 for the 2012 - 2013 academic year (two semesters). That subsidy rate is up from \$10,000 in the previous year and is based on ridership data available from Foothill Transit's fare



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Class Pass and Student Rider Program Overview
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collection system. GoRIO ridership numbers are estimated at approximately 30,000 boardings per year.

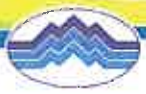
The I-Pass pilot began in Fall of 2010. The MOU for this program covered the first semester where Foothill Transit would accept \$30,000 for full-time students to have access to Foothill Transit services. It is our understanding that this pilot was funded through the college's General Fund.

The current I-Pass MOU stipulates that the college subsidize student ridership on Foothill Transit's service at the rate of \$60,000 for the 2012 - 2013 academic year. PCC students who want to participate in the program pay \$30 per semester to the college. PCC ridership is estimated at approximately 65,000 per year.

Class Pass Pilot – Early in 2013 the Executive Board approved Class Pass pilot programs at Mt. SAC and the University of La Verne that launched in the Fall semester of 2013. The Class Pass provides students with Foothill Transit services at no cost to the school for three semesters. This gives students an opportunity to experience Foothill Transit and provides a cost-free opportunity to find out how the system can work for them. By allowing students to ride throughout our service area we create riders that use the system not only for school, but to travel to work and social outings. The pilot will allow Foothill Transit to gather accurate ridership data to project the cost to the college to continue the program beyond the pilot phase. During the third semester of the pilot, Foothill Transit representatives will discuss the projected cost of the program with each college's administrators. The final decision on the continuation of the program at each college will lie in the hands of the college administration and/or the students by way of a vote.

The Class Pass pilot program proposal is different from the GoRio and IPASS. The most notable differences are: (1) both full and part-time credit students can participate in the Class Pass program and have access to Foothill Transit's service; (2) the Class Pass pilot is a three semester program used to calculate an appropriate subsidy amount and during the final semester the students will vote on the program; and (3) students can ride Foothill Transit local and Silver Streak services.

Each Class Pass pilot program was designed with different benefits, planning strategies, and timelines based on the needs of each college's campus population as determined by conversations with representatives of the administration of both institutions. While the overall goals of the Class Pass Program are the same for each college, variations between each college's registration processes, program details, and student population necessitated slightly different approaches to each pilot program.



Technology Development for Class Pass - The development of a tracking system for the Transit Access Pass (TAP) cards was the first item to be addressed with each school. In order to reduce fraud, a system of tracking was created for each school. Foothill Transit administrative staff coordinated with each college to create a tracking program linking the student ID to the TAP card's serial number. By linking the student ID with the TAP card number that is issued, changes can be made remotely to the TAP card and the fare on that card. For example, when a student withdraws from all their classes they become ineligible for the program and the fare media is automatically removed from the TAP card.

Class Pass Ridership - The University of La Verne Class Pass soft launch began on August 26 during the first week of school. It is not expected that the University of La Verne program will affect volume on our lines like Mt. SAC has because of the size of the school and the routes that serve campus. In comparison, Mt. SAC's student population is 30,000 while the University of La Verne's student population is 6,000. In addition, Lines 289 and 486 serve Mt. SAC directly, while Line 492 serves the northern perimeter of University of La Verne and Line 197 serves one stop adjacent to campus.

The Mt. SAC Class Pass has been a runaway success. Over 5,750 TAP cards have been distributed to students with no technical issues. During the first two weeks of school, ridership on the two lines serving campus escalated. As of the last week of school there have been over 290,000 boardings from Mt. SAC students.

Staff was aware of the potential for capacity issues and when this became an issue administrative staff quickly had service increased on Line 486. Trips were added throughout the day eastbound and westbound starting during the 7:00 am hour. The Line 486 schedule had buses arriving every 15 minutes, all day, and the enhancements made added capacity to at least two of the trips each hour.

It is hoped that the success of the Mt. SAC and University of La Verne programs will encourage other colleges to participate in the Class Pass. Should this happen, the groundwork is set and a launch at other locations should be smooth and seamless.

Additional Outreach - Staff has done and will continue outreach at current Class Pass campuses as well as community outreach at other events and meetings emphasizing the benefit to residents of our cities.

A continuous presence on campus for the current pilot programs is important because each campus will eventually decide whether to keep the program. Staff recently transported the Foothill Transit mini bus to campus and drove to key campus locations and personally invited students to a light lunch to give feedback about the Class Pass Pilot. Tri-fold brochures, surveys, and Bus Books were distributed and staff answered



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any questions students had. Students were drawn to the bus on campus and in turn came to the lunch and provided valuable feedback on the Class Pass program. Mt. SAC students will be voting on a student fee in Fall 2014 to keep this program and continuously engaging with students will be vital to the adoption of this program.

While the main focus for staff is the adoption of current Class Pass pilot program, there have been discussions about a Class Pass at Citrus College. After dialogue with a few key administrators these discussions have recently ceased. Citrus College administrators felt that students would benefit more from the Metro Gold line that will have a stop adjacent to campus.

Additional documents outlining details of Foothill Transit's student rider programs and contacts with local schools will be provided to the Governing Board at the December 2013 meeting. These documents will outline the details of each program Foothill Transit has participated in as well as a document with details about discussions staff has had with local college administrators.

Fiscal Impact

The total projected budget impact for the Mt. SAC Class Pass pilot program is estimated at \$427,000 and the total projected budget impact for the University of La Verne Class Pass pilot program is estimated at \$97,500. These demonstration programs enhancing service are eligible for funding through Foothill Transit's allocation of Los Angeles County Measure R funds and have been included in Foothill Transit's FY 2014 budget.

Sincerely,

A handwritten signature in blue ink, appearing to read 'K. Gagnon'.

Katie Gagnon
Special Projects Manager

A handwritten signature in blue ink, appearing to read 'D. Barnes'.

Doran J. Barnes
Executive Director